PATENT

DOCKET NO.: MSFT-0260/158416.2

Application No.: 09/836,524

Office Action Dated: February 1, 2006

This listing of claims will replace all prior versions, and listings, of claims in the application.

Listing of Claims:

1. (Previously Presented) A method of facilitating commerce over a communications network comprising:

generating data indicative of a retail web site, contacted from within a directory feature of an integrated shopping service of a client computer, said integrated shopping service comprising a content-rendering application, a retail shopping user interface and the directory feature, wherein a list of on-line retailers displayed by the directory feature enables navigation to a retailer on the list of on-line retailers directly through the list and wherein the list of on-line retailers is selected by a user of said client computer;

generating a signature of said data using a private key;

providing said data and said signature to a plurality of computing devices;

providing to said plurality of computing devices a public key corresponding to said

private key; and

providing to said plurality of computing devices a set of computer-executable instructions which performs acts comprising:

determining the authenticity of said data against said signature; and displaying a link to said web site upon a determination that said data is authentic.

- 2. (Original) The method of facilitating commerce of claim 1, wherein said web site vends a content item, and wherein said computer-executable instructions perform acts further comprising rendering said content item.
- 3. (Original) The method of facilitating commerce of claim 1, wherein the act of providing said public key comprises including said public key in-line in said computer-executable instructions.
- 4. (Original) The method of facilitating commerce of claim 1, further comprising the act of restricting access to said private key.

DOCKET NO.: MSFT-0260/158416.2 **PATENT**

Application No.: 09/836,524

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5. (Original) The method of facilitating commerce of claim 1, wherein the act of providing said computer-executable instructions comprises downloading said computer-executable instructions to said plurality of computing devices using a computer network.

- 6. (Original) A computer-readable medium having computer-executable instructions to perform the method of claim 1.
- 7. (Previously Presented) A system for using a computer network comprising:

a memory location which stores data and a signature received from a directory server, said data being indicative of a web site on a computer network, said signature being based on said data;

an authentication module which verifies the authenticity of data against said signature and provides an indication of whether said data is authentic;

and a shopping module which receives said indication and which conditionally displays a link to said web site according to said indication, said web site contacted from within a directory feature of an integrated shopping service of a client computer, said integrated shopping service comprising a content-rendering application, a retail shopping user interface and a directory feature, wherein a list of on-line retailers displayed by the directory feature enables navigation to a retailer on the list of on-line retailers directly through the list and wherein the list of on-line retailers is selected by a user of said client computer.

- 8. (Original) The system of claim 7, wherein said web site distributes a content item, and wherein said system further comprises a module which renders said content item.
- 9. (Original) The system of claim 7, further comprising a module that navigates to the web site.

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Application No.: 09/836,524

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10. (Original) The system of claim 7, wherein the signature comprises a hash of said data.

- 11. (Original) The system of claim 7, wherein said memory location comprises one or more registry keys.
- 12. (Original) The system of claim 7, wherein said authentication module uses a public key to verify the authenticity of said signature, said signature being based on a private key corresponding to said public key.
- 13. (Previously Presented) A method of providing access to web sites comprising:

creating a list of web sites, said web sites contacted from within a directory feature of an integrated shopping service of a client computer, said integrated shopping service comprising a content-rendering application, a retail shopping user interface and the directory feature, wherein a list of on-line retailers displayed by the directory feature enables navigation to a retailer on the list of on-line retailers directly through the list and wherein the list of on-line retailers is selected by a user of said client computer;

providing, to a plurality of computing devices, computer-executable instructions which access said web sites; and

limiting access to said web sites by performing acts which include: generating signatures for one or more of the web sites on said list using a key; and restricting access to said key;

wherein said computer-executable instructions include instructions which authenticate said signatures and which deny access to a web site on said list whose signature fails to authenticate.

14. (Original) The method of claim 13, wherein said web site distributes digital content items renderable by said computing devices.

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Application No.: 09/836,524

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15. (Original) The method of claim 14, wherein said digital content items comprises text.

- 16. (Original) The method of claim 14, wherein said digital content items comprises audio.
- 17. (Original) The method of claim 14, wherein said digital content items comprises video.
- 18. (Original) The method of claim 14, wherein said digital content items comprises software.
- 19. (Original) The method of claim 13, further comprising establishing a contract with owners of said web sites.
- 20. (Original) The method of claim 13, wherein said key comprises a private key and wherein said computer-executable instructions use a public key corresponding to said private key to authenticate said signatures.
- 21. (Previously Presented) A computer memory which stores a data structure produced by acts comprising:

accessing a list which includes a plurality of web sites, each of said web sites having a corresponding signature, each of said web sites contacted from within a directory feature of an integrated shopping service of a client computer, said integrated shopping service comprising a content-rendering application, a retail shopping user interface and the directory feature, wherein a list of on-line retailers displayed by the directory feature enables navigation to a retailer on the list of on-line retailers directly through the list and wherein the list of on-line retailers is selected by a user of said client computer;

determining the authenticity of each web site on said list against its corresponding signature;

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Application No.: 09/836,524

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including in said data structure a first set of said web sites which are determined to be authentic against their respective signatures; and

excluding from said data structure a second set of said web sites which fail to authenticate against their respective signatures.

- 22. (Original) The data structure of claim 21, wherein said data structure includes a universal record locator for each web site in said first set.
- 23. (Original) The data structure of claim 21, wherein said accessing act comprises accessing a set of registry keys.